
Leander MLK Day Parade & Street Festival Sponsorship Contribution Form

<https://www.leandertx.gov/parksrec/page/mlk-parade-street-festival>

Thank you for your interest in supporting Leander's very first MLK Day Parade and Street Festival. This event will be held in Old Town Leander on
Monday, January 17, 2022 from 10 AM - 3 PM.

This year's theme is "Community Unity Bright & Bold".

The purpose of the inaugural MLK parade and street festival is to bring our Leander community together in a fun way to honor and promote Rev. Dr. Martin Luther King Jr.'s legacy of unity, equality and civil rights. **Legacy Partners** corporate sponsorships benefits include corporation name on all marketing material, social media outlets and advertising. Platinum and Diamond level corporate sponsorships include VIP access to the event. Platinum level corporate sponsorships are limited and include introductions on the stage by the Grand Marshal during the event and special designation in the parade. **Friends of Leander MLK Parade** sponsorships receive recognition via the event's social media outlets. We also have opportunities for specific **In-Kind Sponsorships** such as Water Stations, AV/Sound, Tables & Chairs, Staff Meals and Waste Disposal Units.

There are multiple events you and your company can sponsor. The immediate need is the MLK Parade and Street Festival, but please consider sponsorship of the others in addition to the parade and festival. To learn more about each one, please visit the next page.

Please select which event you or your company would like to sponsor and the amount that you would like to contribute by placing an X next to your selection.

*Rev. Dr. Martin Luther King, Jr. Parade & Street Festival _____

Legacy Partners Sponsorship Levels

___ Gold \$5,000 All perks below plus company spotlight during this event on stage company.
___ Silver \$2,500 All perks below and Name on event marketing
___ Bronze \$1,000 Booth, Name on Program and Social Media spotlight

Friends of Leander MLK

___ Gold \$500 Social Media Highlight
___ Silver \$250 Name listed on Event Program

In-Kind Sponsorships

Water Stations \$500 ___ AV/Sound \$1,000 ___ Tables & Chairs \$900 ___
Staff Meals \$500 ___ Waste Disposal Units \$2,500 ___

Company Name: _____

Address: _____

Contact Person: _____

Contact Phone: _____

Email Address: _____

Payment Information:

CHECK Amount: \$ _____ CHECK #: _____

CARD PROCESSING NEEDED: YES _____ / NO _____

*Email this completed form to anderson@leandertx.gov and mail your payment to:

City of Leander
% MLK Day Planning Committee
Post Office Box 319
Leander, Texas 78646

Other Special Event Sponsorship Opportunities

Black History Month Celebration - the City of Leander would like to host a day to recognize and celebrate Black History month through community engagement and involvement, such as creative art exhibits through community partnerships. To get involved in Black History Month, please contact leandermkday@gmail.com to express interest.

Juneteenth Celebration recently recognized as a federal holiday, Juneteenth celebrates the freedom of the emancipation of African-American were enslaved. The City of Leander would like to acknowledge the federal holiday and raise awareness to residents of Leander of this holiday. To get involved in the Juneteenth Celebration, please contact leandermkday@gmail.com to express interest.

Bill Pickett Statue - the first black cowboy from the City of Leander (formerly Bagdad, Texas), who was inducted in the Rodeo Hall of Fame in 1971. The City of Leander would like to recognize his legacy and connections to Leander. To support this endeavor, please contact leandermkday@gmail.com to express interest.